

WHAT IS CLAIMED IS:

1. A gel laundry detergent and/or pre-treater composition comprising:
 - (a) from about 8% to about 35%, by weight of the composition, of a surfactant, A, selected from the group consisting of anionic, nonionic and cationic, and amphoteric surfactants and mixtures thereof;
 - (b) from about 0.1% to about 5%, by weight of the composition of a non-neutralized fatty acid;
 - (c) from about 50 to about 90% of water;
 - (d) from about 0.1% to about 10%, by weight of the composition of suspended particles having a size from about 300 to about 5000 microns;
 - (e) wherein the weight % ratio of the structuring agent to the surfactant is less than about 1 but greater than or equal to the Gelling Index Value, G, defined by equation (I)

$$G = \frac{0.75}{1 + (0.11 \times A)^{8.3}} - (0.0062 \times A - 0.25) \quad (\text{I}).$$

2. The composition of claim 1 wherein the particles in the composition are suspended or dispersed without any sedimentation.
3. The composition of claim 1 wherein the yield stress of the composition is in the range of from about 0.01 Pa to about 10kPa.
4. The composition of claim 1, wherein the $\tau_y A_p \geq (\rho_p - \rho_g) g V_p$
 where A_p is the surface area of a particle,
 ρ_p is the density of particle,
 ρ_g is the density of gel,
 g is the gravitational acceleration,
 V_p is the volume of a particle.

5. The composition of claim 1 wherein the total surfactant amount is less than about 25%, by weight of the composition.
6. The composition of claim 1, wherein the composition is substantially free of conventional structuring agents.
7. The composition of claim 1, wherein the composition is transparent/translucent.
8. The composition of claim 1 wherein the composition is packaged in a transparent container.
9. The composition of claim 1 wherein the pH of the composition is within the range of from about 6 to about 8.
10. The composition of claim 1 wherein the surfactant comprises an anionic surfactant.
11. The composition of claim 9 wherein the anionic surfactant comprises a mixture of a synthetic anionic surfactant and soap.
12. The composition of claim 1 wherein the surfactant comprises a mixture of an anionic surfactant and a nonionic surfactant.
13. The composition of claim 11 wherein the non-neutralized fatty acid in the composition is an unsaturated fatty acid.
14. The composition of claim 12 wherein the composition comprises from about 0.01% to about 5.0%, by weight of the composition, of an antioxidant.
15. The composition of claim 1 wherein the composition further comprises a pH jump system.

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